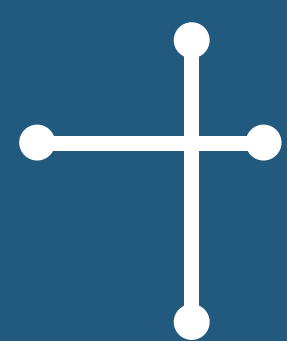
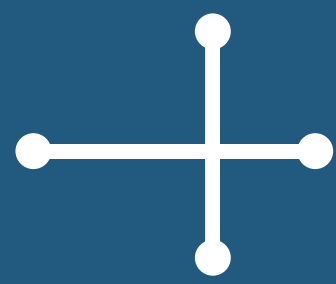
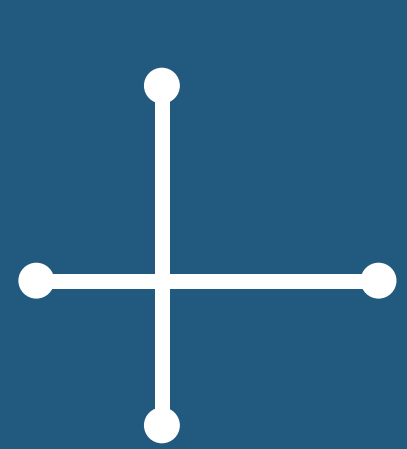
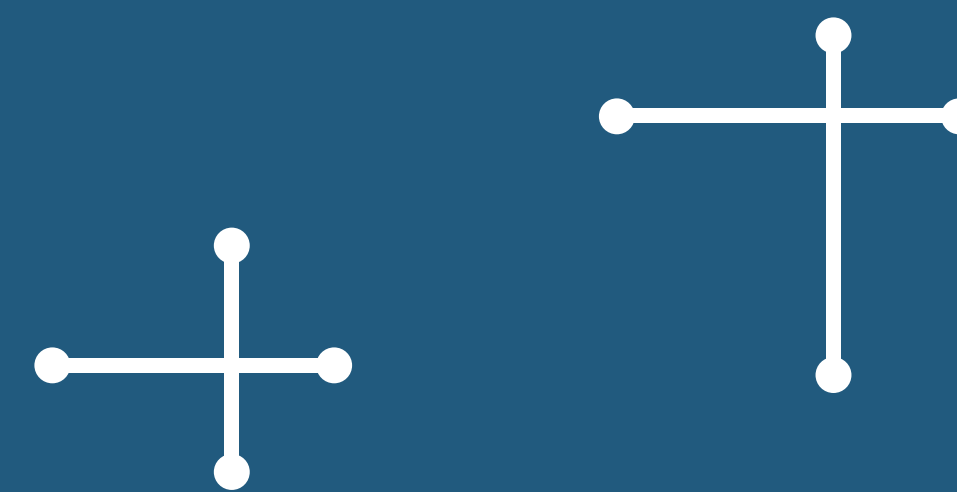
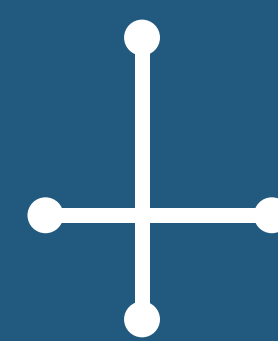


WELCOME



DOWNTOWN BERKLEY

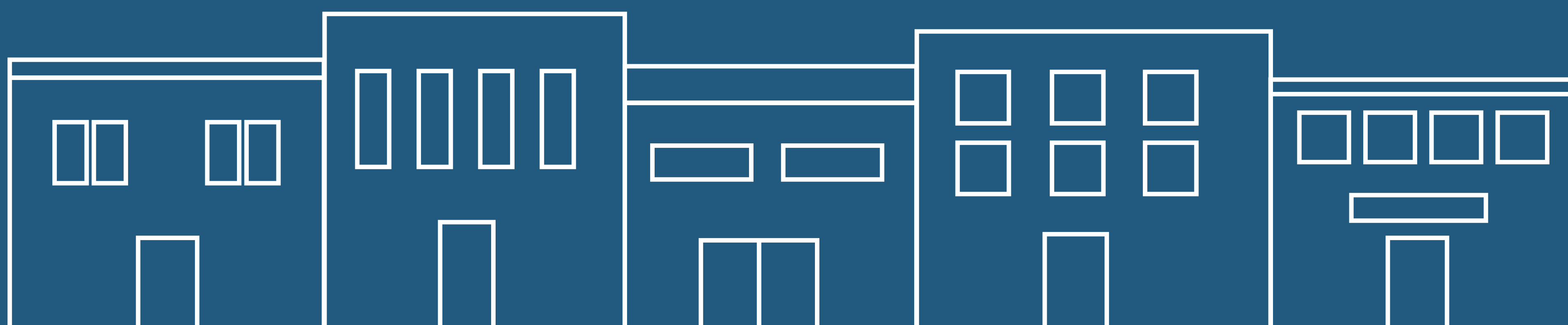
Master Plan



Welcome the second Downtown Berkley Master Plan Community Open House!

The first phase of the project culminated in a State of the Downtown report, which outlined the existing conditions of Downtown Berkley, and set the stage for the community's vision for Downtown's future. Using that as the guide, our team of urban planners and designers, parking and transportation experts, and business development specialists have created a series of concepts and strategies to revitalize Downtown Berkley. These concepts are the beginnings of what will become the Downtown Berkley Master Plan, so we need your input to be sure these ideas capture the future you hope to see in Downtown Berkley.

Please use the survey provided to share your thoughts!



PLANNING PROCESS

PHASE 1: PUBLIC VISIONING

*Project Start Meeting /
Downtown Tour + Field Work /
Task Force Meeting*

Stakeholder Listening Sessions

*Community Open House #1 /
Field Office Activation*

*Stakeholder Interview +
Workshop Summary*

*State of the Downtown
Summary Report*

SEPTEMBER 2018 - JANUARY 2019

The planning process is organized into three phases: Public Visioning, Technical Plan, Final Plan and Adoption.

The first phase establishes a dynamic community planning process and creates a comprehensive information base through which to understand the existing conditions in Downtown Berkley.

PHASE 2: TECHNICAL PLAN

*Vision, Goals + Objectives
Task Force Meeting*

*Community Open House #2/
Field Office Activation*

*Draft Downtown Plan +
Open House Summary*

Task Force Review Meeting

*you are
here!*

JANUARY - MARCH 2019

During the second phase, the vision and goals of the plan are outlined, and concepts and recommendations for physical enhancements and placemaking, transportation improvements, and business development will be crafted and ultimately formalized into a draft Downtown Plan.

PHASE 3: FINAL PLAN + ADOPTION

*Second Draft Downtown Plan/
Updated DDA Strategic Plan*

*Task Force Meeting /
Interactive Forum*

Third Draft Downtown Plan

DDA Board Presentation

*Planning Commission &
City Council Presentation*

MARCH - MAY 2019

In the third and final phase, the Downtown Plan will go through a series of revisions before it is ultimately adopted by the City and the DDA.

This is your plan—your participation and input are critical in shaping the Downtown Berkley Master Plan. We look forward to hearing what you think about the concepts presented!

COMMUNITY INPUT

The following exhibits highlight community responses from the first open house, the field office, as well as the online survey. A full summary of results is outlined in the State of Downtown Berkley report. Quotes from these community responses are sprinkled throughout the open house exhibits.

Strengths & Weaknesses

Open House attendees and survey respondents were asked two open-ended questions about Downtown's strengths and weaknesses, respectively. Collective and universal themes emerged from the responses for each, which are highlighted in the graphics to the right.

DOWNTOWN BERKLEY'S STRENGTHS

"Easy to walk to with some unique shops and buildings"



"Friendly, small-town feel, unique shops"

DOWNTOWN BERKLEY'S WEAKNESSES



"Too many repeat genres. We need more restaurants, more entertainment options, more reasons for people to visit"

Downtown Berkley is...

When asked to describe Downtown Berkley in a few words, a mixed impression emerges. Some of the most frequently used words describe Downtown as "dated" (old, worn, boring, etc.), though they also largely see its potential and its charm.

POSSIBILITIES
POTENTIAL
OPPORTUNITIES

OLD WORN BORING
DATED
BLAND STAGNANT

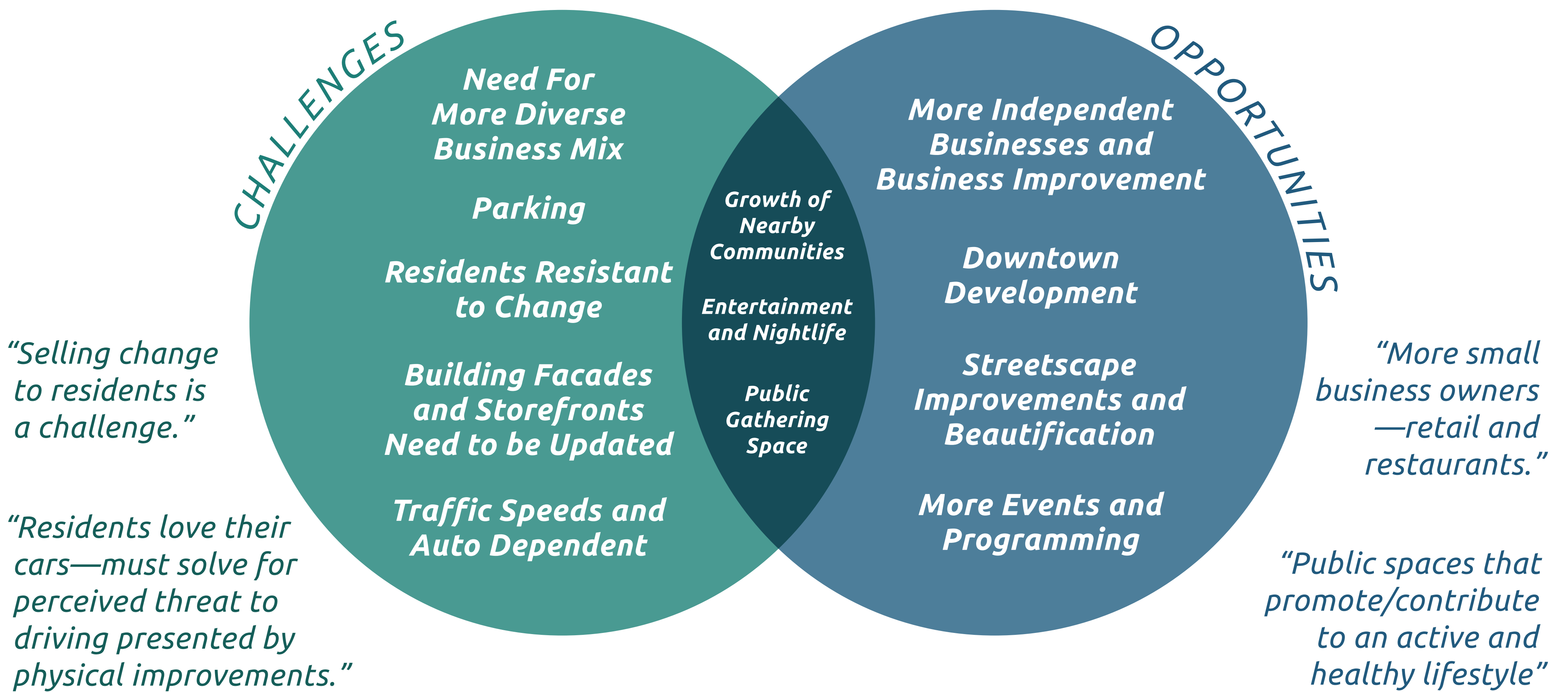
ECLECTIC
UNIQUE
ECCENTRIC

CUTE QUAINT
CHARMING
SMALL

COMMUNITY INPUT

Strengths & Weaknesses

Survey respondents were asked about the greatest challenges currently facing Downtown Berkley, as well as what opportunities Downtown Berkley should pursue over the next decade. Common responses regarding both challenges and opportunities are outlined in the middle.

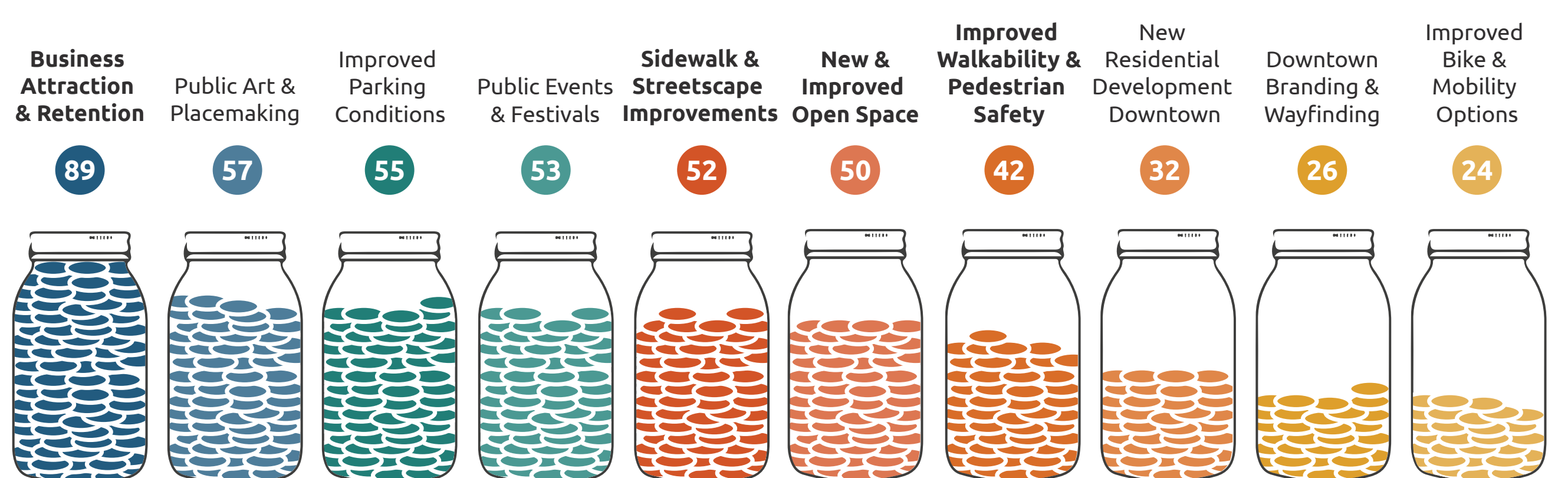


Priority Initiatives

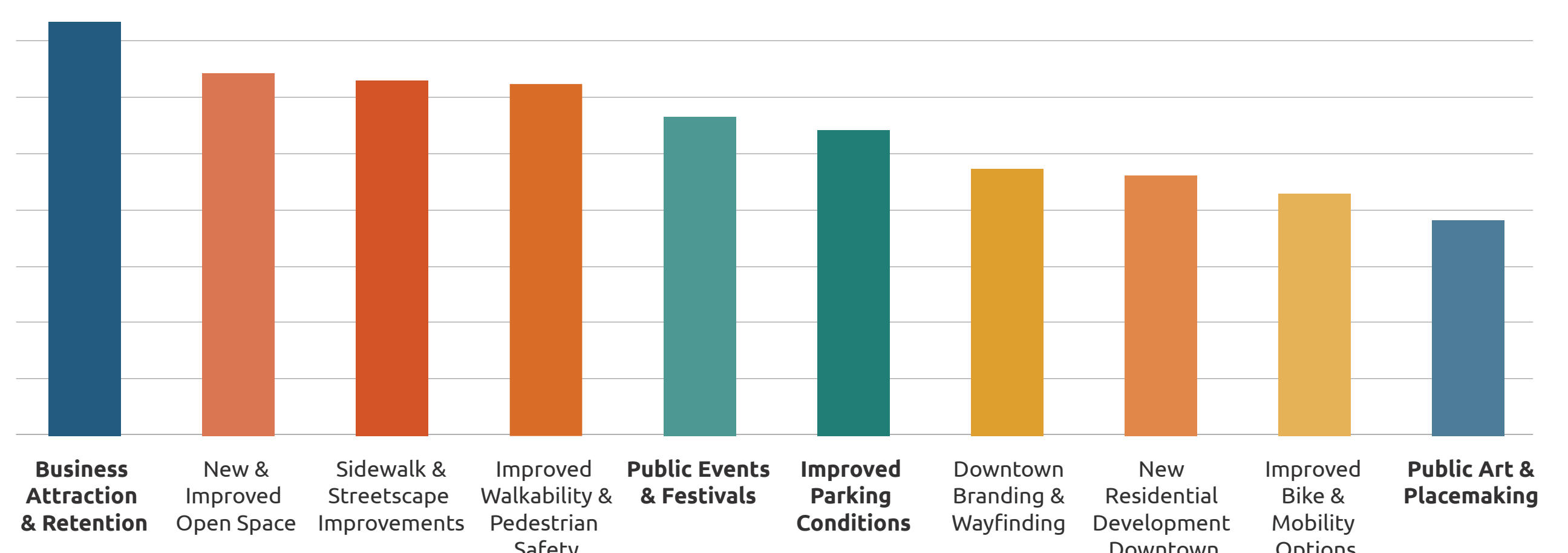
During the Community Open House, attendees were given five coins to distribute among a number of jars, each labeled with their own downtown initiative. A similar exercise was included on the online survey, where respondents were asked to rank the same downtown initiatives.

Though the top results from each exercise may be at odds, it's important to note that aside from the Business Attraction and Retention initiative, the next six highest ranked initiatives in both exercises are all within a close range.

COIN EXERCISE RESULTS



SURVEY PRIORITY RANKING



COMMUNITY INPUT

